127th CALIFORNIA STATE FAIR

Souvenir Program

- Dates — August 14 through September 1, 1980
- Place — Cal Expo-Sacramento
- Attendance — 1,000,000
- Distribution — 500,000

Sacramento Bee (August 14, 1980)	187,000
Sacramento Union (August 14, 1980)	110,000
Gate (August 14-September 1)	203,000

Reach almost every household in the Sacramento SMSA

CPM — $11.50

based on B/W page rate

Contact:

Winnie Comstock
Jonsson Communications Corporation
P.O. Box 2424
Sacramento, CA 95811
916/446-7548

1980 CALIFORNIA STATE FAIR

SOUVENIR PROGRAM

RATE CARD

Source: https://www.industrydocuments.ucsf.edu/docs/snbn0004

1980

CALIFORNIA STATE FAIR SOUVENIR PROGRAM

Black & White

1 Page	5,175
2/3 Page	4,275
1/2 Page	3,490
1/3 Page	2,340

Black + 1-Color

1 Page	6,200
2/3 Page	5,310
1/2 Page	4,365

Four Color

1 Page	7,245
2/3 Page	5,900
1/2 Page	4,550

Covers

Inside Front	8,340
Inside Back	8,340
Back Cover	9,100

Center Spread

15,100

Closing Dates

Space	July 2, 1980
Materials	July 14, 1980

Mechanical Requirements

a. Trim size: 8-3/8 x 10-7/8
b. Standard advertising unit size:

	Width x Depth
Full Page, Bleed	8-5/8 x 11-1/8
Full Page, Non-bleed	7-1/4 x 10
2/3 Page Vertical	4-3/4 x 10
1/2 Page Vertical	4-3/4 x 7-1/2
1/2 Page Horizontal	7-1/4 x 4-7/8
1/3 Page Vertical	2-1/4 x 10
1/3 Page Horizontal	4-3/4 x 4-7/8

c. Magazine printed by web offset.
d. Halftones (B&W or color): 133-line screen preferred.
e. Copy acceptable as complete paste-up, reproduction proofs, engraver's film or color separations suitable for offset lithography together with progressive proofs for colorads and 1/c proofs for B&W ads. Line or halftone artwork and/or B&W photos suitable for offset lithography may be submitted separately to be stripped into ad.

Terms and Conditions

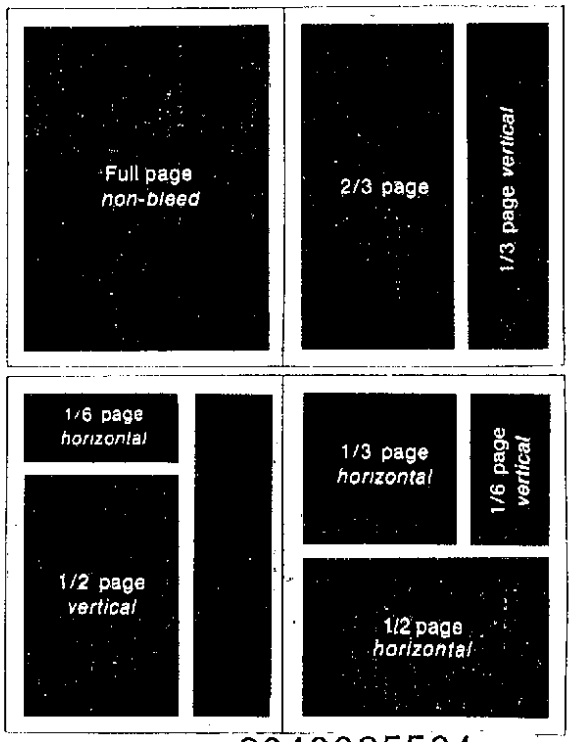
The publisher reserves the right to decline any advertisement for any reason it deems sufficient. Advertiser assumes liability for any and all claims arising from content which might be made against the publisher.

Acceptance of advertising does not in itself constitute recommendation or endorsement of advertiser's firm or product by the publisher.

If legal action is necessary for collection or other causes, advertiser agrees to pay all attorney fees and court costs.

Publisher may, at its option, charge interest at a rate not in excess of 1½% per month (18% per annum) on past due accounts.

Commissionable to recognized advertising agencies upon submission of camera ready film.



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